



Manitoba Calling

BRERETON LAKE
"The Whiteshell"
FOREST RESERVE

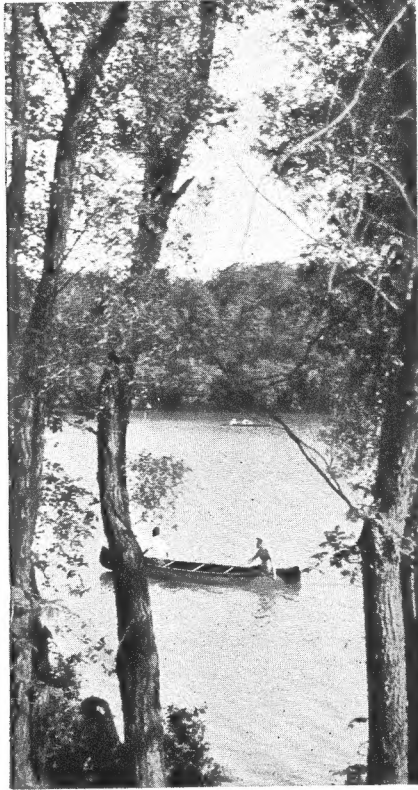
CKY
WINNIPEG
CKX
BRANDON

RADIO BRANCH MANITOBA TELEPHONE SYSTEM

VOL. IV No. 7

JULY-AUGUST, 1940

Glimpse of Red River



"The winding waters and leafy banks of the Red River provide some of the loveliest scenery in the Province of Manitoba."

Vol. IV. No. 7.

Single Copy
5c**MANITOBA CALLING**

July-August, 1940.

One Year, 60c.
Post Free

Address all communications to Public Relations Department,
Radio Branch,
Manitoba Telephone System,
Winnipeg

Manitoba Impressions - - Recorded

AS a contribution to Manitoba's tourist campaign and to the nucleus of what may become a valuable historical collection, the Radio Branch of the Manitoba Telephone System has commenced a series of visits to points in the Province for the purpose of recording descriptions of scenery en route, interviews with citizens on a variety of subjects, and sounds associated with notable events.

The first journey of the series was to The Pas, where recordings were made of part of the Centenary Service in Christ Church, brief talks on fish and game by officials of the Provincial Department of Mines and Natural Resources, and references to other interesting subjects. Stops were made at a number of towns on the road so that representative residents could be brought to the microphone.

It is not intended that each trip by our mobile recording unit shall completely cover everything of interest along the way. Many features must inevitably be missed in the initial visit. The idea is rather to gather impressions from year to year, taking various phases of Manitoba activity in turn, and so, in the course of time, form a library from which future broadcasters may draw a wealth of program material.

As the mobile unit was leaving for The Pas, on the morning of June 21st, the Hon. W. J. Major, K.C., Minister of Telephones, recorded a few words of farewell to the expedition and expressed good wishes for a successful tour.

Some of the transcriptions are now being broadcast by CKY and CKX on Mondays and Fridays at 4.45 p.m. C.S.T., with the title:—"Manitoba Impressions—Recorded".

WORDS ABOUT WORDS

When you hear a radio announcer or other speaker use a pronunciation which seems to you to be incorrect, write the word down. Make a list, and mail it to CKY.

Radio listeners are becoming accustomed to the incorrect pronunciation of **PRIM-ari-ly**, so many speakers mistakenly placing the accent on the second syllable, but a new one punctured the ether recently when a Toronto news announcer spoke of the Archbishop of Canterbury as the **PRIM-ate**, making the first syllable rhyme with **TRIM**. The word should rhyme with **CLIM-ate**.

Reference to climate reminds us that we heard an announcer confuse **CLIMAC-tic**, relating to climax, with the meteorological **CLIMAT-ic**.

The girl's name **RUTH** has always rhymed with **TRUTH**, so why an announcer should make the **RUTH** in **RUTH-less** rhyme with the **CUTH** in **CUTH-bert** is beyond us.

We had always heard **MATRONS** pronounced **MAY-trons**, until our radio brought us the word as **MAT-rons**. If radio is lacking in novelty, it is not in its treatment of the English language. There's something new every day.

The word **SECRETIVE** bothers some radio speakers. Many make it **SEE-cre-tive** when it should be **See-CREET-ive**.

A **FRANCOPHILE** is one friendly to France. It should **not** be pronounced, as we heard it a week or two ago—**FRANK-o-FILLY**.

A listener objects to **A-RIS-tocratic**, with the accent on the **RIS**. It should, he asserts, be pronounced with emphasis on the first and fourth syllables, thus—**A-ris-to-CRAT-ic**. Our dictionaries allow both pronunciations.

Two errors occurred in the Army-versus-Air-Force "Spelling Bee" broadcast from Winnipeg on June 9th. One was admitted during the program, but the other was not. The contestant who spelled **INSTALLMENT** with two **L**'s was quite correct, though one **L** is, perhaps, commoner. Another contestant, who spelled **BANDOLIER** as it is spelled here was also quite in order. He was plucked for not spelling it **BANDO-LEER**. Both are permissible, the word

SHAKESPEARE'S SMALL VOCABULARY

"Shakespeare's vocabulary? You have a better one yourself, if you're an average educated adult, says Dr. Robert H. Seashore, associate professor of psychology at Northwestern University.

On the results of a standardized vocabulary test Dr. Seashore and his collaborator, Miss Lois D. Eckerson, conclude that the average educated grown-up today uses some 60,000 common root words, whereas the great playwright of Avon used only about 15,000.

Of course, writers in Shakespeare's time had a much smaller English language from which to draw their words, Dr. Seashore reminds us, and we know nothing about the number of additional words which he might have, but didn't use, in his written works, or at least understood."

—The "Northern Mail", The Pas, Man.



DEDICATION

Recited by the Rev. Harold Frame, at the dedication of the new flag-staff at Emerson, Man., June 29th, 1940.

"As citizens of two great Nations living side by side, we are thankful for the many bonds which unite us in amity and good will. We rejoice in the noble heritage which we share. Our common ideals, our fundamental beliefs bind us with ties which nothing can sever. The love of freedom and the hatred of tyranny are the very foundations upon which the life of our nations is based.

"Grateful therefore for our common inheritance, we today, in this solemn ceremony, would dedicate ourselves anew, in the presence of God, to uphold those ideals and principles which our flags represent. We pledge ourselves to count no sacrifice too great to insure that freedom and truth shall not perish from the earth. In such a spirit, we dedicate this flag."

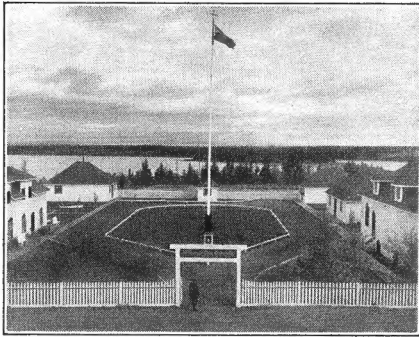
deriving from the French **bandouliere** and the Spanish **bandolera**.

A correspondent begs us to publish the fact that **LILAC** is a beautiful flower which is not improved by erroneously calling it **LI-LOCK**.

Radio's Bow To Silent Places

By
JEAN W. GODSELL

It was the winter of 1923. We'd just finished dinner at Government House in Fort Smith, Northwest Territories, and were seated before the huge grey stone fireplace in the living room, chatting of the trail and trapline as we gazed at the crackling, six-foot logs. Without, the thermometer registered sixty-two below. Now and then a giant conifer in the nearby forest would split asunder with a cannon-like report from the biting cold.



Hudson's Bay Company's Post at
Fort Smith

"Lockie", as Major Burwash, the Government Agent, was affectionately known to his friends, had staged this little party for a very special reason. He'd just imported what he called a "Radio-Telephone", an instrument by which, he assured us, it was possible to bring entertainment into the home from afar.

As he placed a very ordinary looking black wooden box on a table in the centre of the room and commenced to fiddle around with wires and what not, Hugh Brownlee poked fun at the "white medicine man" who was going to restore the voices of departed spirits and scare the living wits out of the local redmen. The Major merely grinned as he handed each of us a pair of earphones attached to the wooden box.

As so often happens when mere humans are on the brink of revolutionary changes, we paid so little attention

to what he said about "stations in Vancouver" and "broadcast programs" that all I can remember hearing is something that resembled the concentrated storms of all the ages, through which a shrill female voice broke at intervals.

"Isn't that marvellous?" Lockie turned a beaming face to me. "That's the . . ."

"Absolute limit!" snorted Hugh, discarding the earphones.

For an hour we listened, catching the occasional sound of a human voice through the rasping, screeching ether; then turned to the favorite Northern indoor sport—bridge.

None of us in the least suspected that the uninteresting looking wooden box was the forerunner of an invention which, within a very few months, would entirely change the lives of everyone in the Lone Land, bringing civilization right into the wigwam of the redskin, the log cabin of the white, and even into the igloo of the Stone Age Eskimo on the very roof of the world. Little did we realize then that this contraption was to bridge space and time, and bring daily messages and orders to exiled traders, Government agents, Mounted Police and other residents of the Silent Places who hitherto had considered themselves lucky to get a belated dog-team mail a couple of times a year. Nor could we imagine, as we listened to the noises from that crude radio set, what wonderful improvements would be made in the musical quality and in the range of this latest gift to mankind.

This issue of

"MANITOBA CALLING"

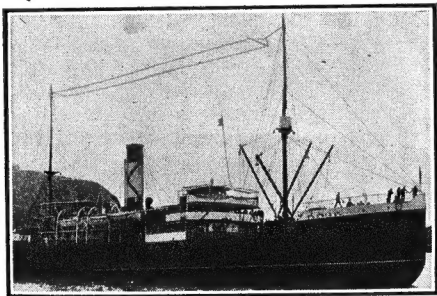
combines the months of July and August in one Mid-Summer number.

Subscribers on a yearly basis will have expiry dates extended by one month, so as to receive 12 copies.

ADVENTURES IN RADIO - 12

By D. R. P. COATS.

SOME NEWFOUNDLAND RECOLLECTIONS



S.S. Florizel

Among the many journeys I have made as a wireless operator, some of the most interesting were those which took me to Newfoundland on a series of visits which commenced in the spring of 1913 and terminated some twenty-four years ago with my departure for Halifax and New York in the steamship *Florizel*.

Frequently lying near various of my own vessels in St. Johns, the trim "Florrie" as we called her was well known to us. Our officers and hers intermingled in port. Two of the ships on which I served were chartered by her owners during winter months, and our funnels were painted white for these periods with the diagonal Red Cross of the line superimposed. Another of the Red Cross fleet, equally familiar to us, was the *Stephano*. She was torpedoed off Nantucket by a submarine in the first world war, when the enemy brought hostilities to the very shores of North America.

In the sealing season, that is in March, the *Florizel* used to go out of St. Johns with the sealers. A mixed collection of vessels they were—of many different shapes, sizes, and rigs—steam and sail—but all having certain things in common, including the courageous spirit of Newfoundland sailor men, a brave hope of securing a good catch of seals to pay owners and crew, and a full knowledge of the risks involved. On occasions the Grim Reaper has not been content with a harvest of seals but has gathered in the lives of the hunters themselves — not singly or in twos or

threes, but in hundreds. There have been disasters off the coast of Newfoundland that have plunged St. Johns and every outpost into mourning.

Death in the Icefields

I was there when every man one met on Water Street or Queen's Road was dazed with the shock of bad news from the icefields. I was there when the hospitals were filled with hardy sealers suffering from frostbite and gangrene. I remember when the very winches of the rescue ships—of which the *Florizel* was one—sounded muffled as the derricks swung gently and tenderly on to the wharf tarpaulins full of frozen corpses huddled together in the stiffness of death; groups of victims who had died hugging each other in efforts to keep warm and who were thus bonded in all-enveloping icy shrouds. That was the tragedy of an ice pan which drifted away from the ship in a blizzard—a great field of ice which floated off carrying the sealers beyond sight of the ship in a blinding snow storm and into the blackness of the night. That same season another vessel was nipped in the ice and the crew had to get out and walk over the heaving hummocks. Many of those men perished miserably. The Ides of March were unlucky for Newfoundland that year, but Newfoundlanders are seamen born, and they accept such events as blows to be expected in the never-ending battle with the elements.

Tinker, tailor, or whatever the occupation of the individual may be, somewhere in the family of the "Newfer" there is or has been a follower of the sea. I have had the great privilege of knowing many Newfoundland fishermen. I have marked the hue of their cheeks, tanned and wrinkled with wind and ice, sun and spindrift. I have looked into their eyes—so often of the peculiar blueness which is said to have some relation to their work in those grey ice-strewn waters of the north, and to this day when I think of Newfoundland there sounds in my ears again the dialect I knew and loved so well. I hear once more the "iss biy" (yes boy), the "down nart" where we would say "up north",

and the delightful "arl clove abroad" to express the idea of "split apart". Princes they were, those humbler representatives of a colony whose people's gentle kindness is in such contrast with the rugged inhospitality of their rock-bound coasts.

"Florrie" in Deshabille

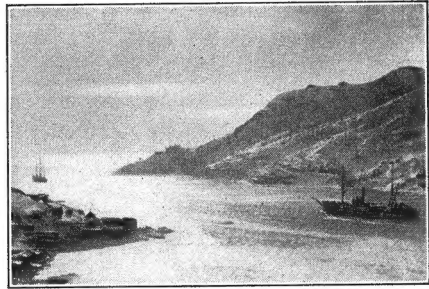
I remember the *Florizel* first in the shining beauty of her black hull and white deck-work when she carried passengers between St. Johns, Halifax and New York. A neat little ship she was—clean as a new pin, from stem to stern. Rather, she was clean most of the time. She didn't look so nice, nor smell so sweet when I boarded her on the South Side at St. Johns one April when she was just back from the seal fishery. Then she was Florrie—with-her-hair-down and minus her lipstick and rouge. I never did appreciate the putrid odour of seal pelts and boiling seal oil.

It seemed a queer procedure, to take a smart passenger vessel off her regular run every spring; remove her rolling chocks—those steadying steel strips which reduce rolling in a beam sea—lest they be ripped off by the ice; pack her with fishermen and send her out to the icefields in search of seals. But sealing is a profitable business, when the poor beasts obligingly lie around on the ice pans waiting to be clubbed in the interests of commerce. When wind and weather combine with Lady Luck to make the creatures easily accessible, so that the clubbing can proceed with expedition and with a maximum of convenience to all concerned, "thar's gold in them thar" icefields!

I nearly went sealing once. Wireless was growing in favour as an ally of the sealer, enabling captains to communicate the locations of good fields to other captains of the same company. I was to go out with the fleet, but the orders were changed. It may have been a case of sour grapes, but there were times when my having missed the trip gave me much satisfaction. In so many Newfoundland homes I have seen stuffed white seals reclining in pathetic immobility on living room carpets, and I don't think I could have comfortably looked them in their glass eyes had I walloped some of their species to death! Somebody has to undertake these un-

pleasant duties, however, and they do it to the number of maybe a couple of hundred thousand seals in a few weeks.

The *Florizel* and the *Stephano* were the finest sealers afloat, in point of power and size. They made a striking contrast with some of the wooden craft that weighed anchor and steamed out through the Narrows, to disappear in the grey Atlantic mist as I watched from Signal Hill one day. But they were all stout ships, those sealers. Bucking ice floes is no job for weaklings. There were such vessels as the *Terra Nova*, famous in the annals of arctic and antarctic exploration. There were the



Sealing ships passing through the Narrows, St. Johns, Newfoundland, bound for the icefields. "Neptune" (right) carried on this occasion an aeroplane equipped with floats and skis.

Viking and the *Kyle*, the *Bonaventure* and the *Bellaventure*, the *Southern Cross* and the *Bloodhound*. There will always be ships of those names in the waters of Newfoundland. A name is missed for a few years maybe, following the loss of its owner, but another ship takes it eventually, just as names run in families. . . .

I have told already* how the *Florizel* joined the 1st Canadian Contingent convoy at Cape Race in October, 1914. Six months or so prior to that, she had shown that "Peace hath her victories"—yes, and many reverses, too. And a few years later, the *Florizel* was added to the remarkable number of my old ships which were wrecked, sometimes while I was aboard them, but more often soon after I had been transferred to another vessel.

(To be continued.)

*"Manitoba Calling"—January, 1940.

BRIAN LEAVES CKY



Brian
Hodgkinson
Joins
R.C.A.F.

Brian Hodgkinson, widely known to CKY and network listeners, and long a favorite with countless boys and girls who heard him in the "Jimmie Allen" programs, has joined the Air Force. Already of considerable altitude, being six feet five inches or so in height, Brian will soon be aloft in the service of Canada and Democracy. Possessed of an engaging personality, he is warmly liked by all who know him. He is missed by the radio audiences who enjoyed his rich baritone voice and by his colleagues in the offices, studios and control room of CKY.

Brian is a native of Winnipeg, where he graduated from Kelvin Technical High School. Although young in years, he has had a wide and varied experience, much of which he gained as a gentleman "rider of the rods". Many will remember his thrilling stories of life on the freight trains. He has had charge of a gang in a lumber camp, and he has clerked in an insurance company's offices.

Already, parcels of socks and various articles of wearing apparel are reaching CKY with requests that we forward them to "CKY's own airman", as one donor expressed it. In a recent letter from an eastern camp, Brian wrote to us:—"One of my biggest thrills so far was when Billy Bishop inspected all squadrons and then, for forty minutes, we sat, knelt or stood around him while he chatted informally—giving us good advice and plenty of inspiration. You found yourself becoming greatly impressed with every word he said. It was quite a sight—1,500 young airmen

WILFRED CARPENTER ANNOUNCING FOR CKY



Wilfred
Carpenter,
Announcer
and
Musician.

Following the departure of CKY announcer Brian Hodgkinson, who recently joined the Royal Canadian Air Force, Wilfred G. Carpenter has been transferred to Winnipeg from CKX Brandon.

Mr. Carpenter, who is a native of Oak Lake, Manitoba, joined the announcing staff of CKX in December, 1936, and rapidly distinguished himself as an announcer, program director and pianist.

Commencing his duties at CKY on Monday, June 3rd, Mr. Carpenter's reading of news bulletins has already brought much favorable comment.



"DR. QUERY" HELPS RED CROSS

Up to July 2nd an amount of \$235.00 had been raised for the Canadian Red Cross by the Kling-Cote College program which features George Waight as "Dr. Query". Five contestants are chosen each week, and a set of six questions is selected, to be asked each candidate. For each question answered correctly one dollar is credited to the Red Cross. Of the various groups of contestants, the Bankers were in the lead at the time of going to press, they having 24 correct answers to their credit. University Graduates were next, with 20 questions.

clustered around 'the great Billy'—and believe me, 1,500 pairs of eyes were filled with adoration as they looked upon one of the greatest fliers the world has ever known."

Our heartiest congratulations and good wishes go out to Brian Hodgkinson, wherever his duties may take him.

The Power of Radio

Septuagenarian Hears Himself Described as a "Puling Infant"

In a broadcast from CKY a couple of years ago, Philip H. Godsell, noted author of "Arctic Trader", "Red Hunters of the Snows" and "The Vanishing Frontier", told a story of Great Bear Lake's first white citizen, William Lincoln Taylor. Little did he expect that his talk would be heard by the man himself and that it would bring Mr. Taylor to his door.

"Back in 1865, the ubiquitous Father Petitot visited old Fort Franklin on Great Bear Lake and found a genial little Orkneyman named Nichol Taylor

about to leave his farmhouse. His hand on the door-knob, he was halted suddenly by a voice from the radio speaking the name of Nichol Taylor. Fearful lest he miss a word, he stepped softly back into the room and listened. . .

"Months later," says Mr. Godsell, "there came a knock at the door of my home in Fort Garry. On the threshold stood a small wiry man, spic and span and as bright as a dollar. There was a birdlike alertness about him as his grey eyes smiled into mine. I judged him to be about fifty years of age. Actually, he was none other than the infant old Nichol had been trying to raise on fish-liquor seventy-four years before."



MORNING POW-WOW AT CKY



William
Lincoln
Taylor—
Mr. Godsell's
Visitor.

trying to raise a puling infant on a bottle containing—not fresh milk but. . . fish liquor! The factor's wife, the first white woman to brave the frigid terrors of that no-man's land, had died two days before."

These were the words which sped out into the violet darkness from CKY's antenna as Mr. Godsell sat comfortably at the microphone. They fell among listeners little concerned with regions beyond their own homes; they caught the attentive ears of thousands of the speaker's fans who know him to be always good for a thrilling story; they emerged from receivers in restaurants, hotels, rural garages, and city apartment blocks, throughout the wide territory covered by CKY, producing more or less reaction according to the hearers' interest or indifference.

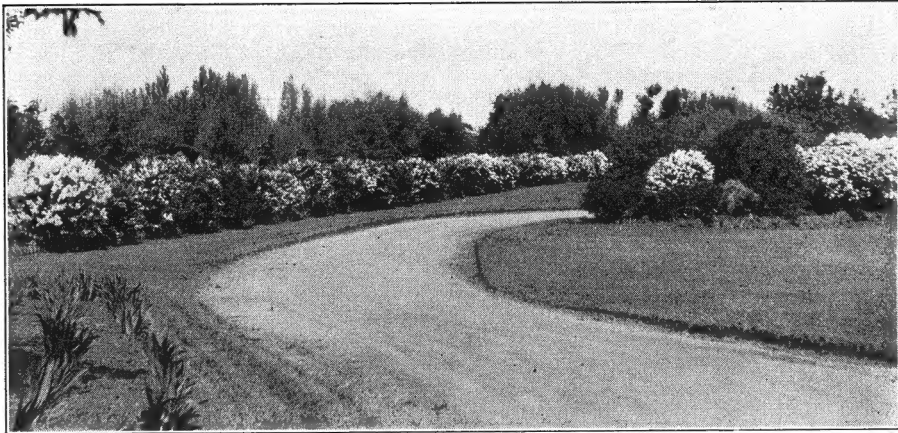
On one listener at least the effect was electrical. At Pigeon Bluff, a few miles from Winnipeg, a pleasant-faced gentleman of seventy-odd summers was just



There will be a wrathful Manager of CKY when he sees this, for never yet have we been able to persuade him to permit publication of his photograph in "Manitoba Calling". Manager W. H. Backhouse, navigating officer of CKY since 1931, is shown seated on the right, engaged in a morning discussion of the previous day's doings with the Editor of this magazine, left. They are probably wrestling with the problem of trying to give the listeners what the public wants when it wants it—by no means as easy of solution as is generally supposed. Herb. Roberts wasn't present when this picture was taken, but he is usually a participant in these daily pow-wows, as also is Percy Gayner, Commercial Manager.

Beautiful . . . all the year round

Morden Experimental Farm Offers Attractions at All Seasons



Lilac Time at Morden

Many persons enquire as to when is the best time to visit the Morden Experimental Station. The reply is:—that time is best which suits the convenience of the visitor. A general review of a season may be suggestive. From January to March there is the greenery of the spruce, pine, fir, juniper, and arbovitae, the bright bark of many shrubs and trees, and the long clinging fruits on such subjects as Russian-sandthorn, sumac, rose, cotoneaster, hawthorn, Russian-olive, and buffaloberry. As March wanes, the stimulating hues of bright bark on young branches of dogwood, willow, maple, viburnums, linden and such, tame down as the heightening sun awakens the tissue and induces the formation of chlorophyll or the green coloring matter. In April there is the swelling of buds and the return of dozens of kinds of birds. May is the month of blossom parade. *Corydalis*, Siberian squill, and anemone, followed by hundreds of other herbaceous perennials, start off the procession. In early May come the rich pink blossoms to Siberian apricot, and the paler shade to Manchurian apricots, the carmine to pink on Russian almond, the rose of rose daphne, billows of white to plum and sand cherry, chalky white of the pear, pink and white of apple. The tree fruit

bloom usually extends from May 10 to early June. The Minnesota wild crab is the latest to drop its flowers.

Around May 20 to 24 is usually a buoyant period. There is the wealth of apple blossom and the luxuriance of hundreds of different varieties of lilacs. Lilac bloom continues throughout June, ending with the Amur, the Peking and the Japanese tree lilac. Shrubbery bloom is abundant from early May to the end of June. Iris are a show in mid-June, peonies in late June, and the Caucasian lily during mid-June. Then come lilies in general, delphiniums, lupins, dianthus and other perennials.

The rock garden is at the height of its interest in June, the rose garden in late June and July, and the annual border from July through September. The autumn perennial border, furnished with Michaelmas daisies, hybrid asters, chrysanthemums, heleniums, golden-rods and such, is an attraction until late October, and sometimes even into November.

Nanking and some other cherries ripen in July; apricots in late July and the first week of August. From then on the fruit harvest continues until the Haralson apple is picked in early October. Commercial grape cutting is done mostly in the second and third week

of September. Autumn foliage reaches its glory in the last week of September and October.

The Morden Experimental Station has introduced under name since 1929, 17 apples, 1 crab apple, 5 plums, 3 cherries, 2 sand cherry, 1 apricot, 1 elder, 6 lilacs, 1 elm, 1 caragana, 1 lythrum, and 1 gladiolus.

The Experimental Station has revealed the merit of the American's statement that "The reason more men do not accomplish more is that more men do not attempt more." Few Manitobans believed a decade ago that they could grow acceptable apricots, pears, grapes, and walnuts. These crops are now a matter of course at Morden.

Plant breeding is being done with vigour. A stream of further improved new fruits, roses, tomatoes, melons, corn, shrubs, vines and perennial flowers may fairly be expected by the peoples of these inland prairies as a result of scientific efforts underway at the Morden Experimental Station.

A leading contribution of the Dominion Experimental Station at Morden has been the demonstration of edible and ornamental plants that succeed, and, also of moment, the recording of plants and trees which fail through lack of adaptability. Visitors are appreciated. Correspondence is invited. The station is established for those who wish to use it.



UNIVERSITY LECTURES

The University of Manitoba reports that during the 1939-40 season, 148 talks were delivered over CKY and CKX by members of the U. Staff and other speakers. The response, as indicated by the number of requests for copies of radio talks, was encouraging. A total of 634 copies were distributed. Of these, fifty per cent came from Winnipeg and fifty per cent from rural Manitoba and points outside the Province. The last included Fort Frances, Ont. and Regina, Grenfell, Carnduff and Gainsborough—all in Saskatchewan.

The popularity of the University Lectures is not indicated only by the number of requests for copies of talks. In addition, many letters were received—all unsolicited—expressing appreciation of the service.

CKX HIGHLIGHTS

Numerous programs not carried by CKY are available to listeners who tune in CKX, Brandon. Some of these are listed below.

DAILY, EXCEPT SUNDAYS

- 7.30—Musical Eye Opener.
- 8.00—Wake Up and Sing.
- 9.00—Opening Markets.
- 9.05—What's in the Air.
- 10.30—Over the Backyard Fence.
- 10.45—C. P. News—CBC.

SUNDAY

- 12.00—Sonata Series—CBC.
- 12.30—Devotional Period—CBC.
- 6.00—Summer Symphony Orchestra—CBC.
- 7.00—C. P. News—CBC.
- 7.03—Carry On, Canada—CBC.

MONDAY

- 9.10—On Parade.
- 11.30—Rhymes and Ramblings—CBC.
- 12.30—The Melodiers' Orchestra.
- 2.00—Markets and Livestocks.
- 6.00—With the Troops in England—CBC.
- 9.30—Light Up and Listen Club.

TUESDAY

- 9.10—Key Board Kapers.
- 2.00—Markets and Livestocks.
- 2.45—Rural Rhythm.
- 3.30—On the Dance Floor.
- 4.15—Norsemen Quartet—CBC.
- 5.00—London Calling—CBC.
- 9.30—Light Up and Listen Club.

WEDNESDAY

- 9.10—Accordion Parade.
- 11.30—The Balladeer—CBC.
- 11.45—Band Parade—CBC.
- 2.00—Markets and Livestocks.
- 2.45—Radio Special.
- 3.30—From the Shows.
- 8.30—Carson Robison.
- 9.30—Light Up and Listen Club.

THURSDAY

- 9.10—Newsy Jigsaw.
- 11.30—Pelham Richardson's Orchestra—CBC.
- 2.00—Markets and Livestocks.
- 2.45—Latin American Rhythms.
- 3.30—The Band of the Week.
- 9.30—Light Up and Listen Club.

FRIDAY

- 9.10—Bands of the Salvation Army.
- 11.30—Rhymes and Ramblings—CBC.
- 2.00—Markets and Livestocks.
- 2.45—Swing Time.
- 3.30—Modern Troubadour.
- 5.00—Josef Marais—CBC.
- 8.30—Carson Robison.
- 9.30—Light Up and Listen Club.

SATURDAY

- 9.15—Radio Train.
- 9.45—Hawaiian Echoes.
- 11.15—Songs from the Shows.
- 12.00—The Melodiers' Orchestra.
- 12.30—Closing Markets.

AN OUTLINE OF CKY's PROGRAMS

In these pages are listed programs which are usually to be heard on the days and at the times shown, during the current month. As changes are liable to be made at short notice, it is impossible to guarantee the accuracy of these listings.

ALL TIMES CENTRAL STANDARD.

SUNDAY

- 10.00—B.B.C. News—CBC.
- 10.55—C. P. News—CBC.
- 12.25—British United Press News.
- 12.30—British Bands—Burns & Co. Ltd.
- 12.57—C. P. News—CBC.
- 1.00—Columbia Broadcasting Symphony Orchestra—CBC.
- 3.00—The Church of the Air—CBC.
- 3.45—B.B.C. News—CBC.
- 4.30—The World Today—CBC.
- 4.45—Canadian Press News—CBC.
- 5.30—Canadian Grenadier Guards' Band—CBC.
- 7.00—Church Service.
- 8.00—The Romance of Sacred Music—CBC.
- 9.00—Canadian Press News—CBC.
- 9.15—"Britain Speaks" — Talk by Vernon Bartlett—CBC.
- 9.57—C. P. News—CBC.
- 10.00—B.B.C. News Reel—CBC.
- 10.30—Can We Agree?—Round Table Discussion—CBC.
- 11.30—Sanctuary—CBC.

MONDAY

- 7.00—Reveille.
- 7.15—Variety.
- 7.45—British United Press News.
- 8.00—C. P. News—CBC.
- 8.03—Wake Up and Live.
- 8.25—Manitoba Calling.
- 8.30—The Man I Married—CBC—Oxydol.
- 8.45—The Right of Happiness—CBC—Crisco.
- 9.00—Songs You Like to Hear — Catelli Products.
- 9.30—Big Sister—CBC—Rinso.
- 9.45—Life and Love of Dr. Susan—CBC—Lux.
- 10.00—B.B.C. News—CBC.
- 10.45—The Gospel Singer—Oxydol.
- 11.00—The Happy Gang—CBC.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—Against the Storm—CBC—Ivory.
- 12.15—Road of Life—CBC—Chipso.
- 12.45—British United Press News.
- 1.00—The Story of Mary Marlin—CBC—Ivory.
- 1.15—Ma Perkins—CBC—Oxydol.
- 1.30—Pepper Young's Family—CBC—Camay.
- 1.45—The Guiding Light—CBC—P. & G. Soap.
- 2.00—Club Matinee—CBC.
- 3.00—Miss Trent's Children—Pearl Soap.
- 3.45—B.B.C. News—CBC.
- 4.15—Backstage Wife—Sterling Products.
- 4.45—Manitoba Calling.
- 5.45—British United Press News.
- 6.15—Light Up and Listen—Imperial Tobacco.
- 6.45—Manitoba Impressions—Recorded.
- 8.30—Emily Carr's Notebook—CBC.
- 9.00—Canadian Press News—CBC.
- 9.57—C. P. News—CBC.
- 10.00—B.B.C. News Reel—CBC.
- 10.30—Drama—CBC.

- 11.30—With the Troops in England—CBC.
- 12.00—British United Press News.

TUESDAY

- 7.00—Reveille.
- 7.15—Variety.
- 7.45—British United Press News.
- 8.00—C. P. News—CBC.
- 8.03—Wake Up and Live.
- 8.25—Manitoba Calling.
- 8.30—The Man I Married—CBC—Oxydol.
- 8.45—The Right of Happiness—CBC—Crisco.
- 9.00—Songs You Like to Hear — Catelli Products.
- 9.30—Big Sister—CBC—Rinso.
- 9.45—Life and Love of Dr. Susan—CBC—Lux.
- 10.00—B.B.C. News—CBC.
- 10.30—Peggy's Point of View.
- 10.45—The Gospel Singer—Oxydol.
- 11.00—The Happy Gang—CBC.
- 11.45—Refreshment Time with Singin' Sam—Coca Cola.
- 12.00—Against the Storm—CBC—Ivory.
- 12.15—Road of Life—CBC—Chipso.
- 12.45—British United Press News.
- 1.00—The Story of Mary Marlin—CBC—Ivory.
- 1.15—Ma Perkins—CBC—Oxydol.
- 1.30—Pepper Young's Family—CBC—Camay.
- 1.45—The Guiding Light—CBC—P. & G. Soap.
- 2.00—Club Matinee—CBC.
- 3.00—Miss Trent's Children—Pearl Soap.
- 3.15—CKY Studio Strngs—Manitoba Telephone System.
- 3.45—B.B.C. News—CBC.
- 4.15—Backstage Wife—Sterling Products.
- 5.45—British United Press News.
- 6.15—Light Up and Listen—Imperial Tobacco.
- 6.30—Tarzan—St. Lawrence Starch Co.
- 6.45—Easy Aces—Anacin Co.
- 7.30—Meredith Wilson's Musical Revue—CBC S. C. Johnson & Son.
- 8.00—Treasure Trail—Wrigley Co.
- 9.00—Canadian Press News—CBC.
- 9.15—"Britain Speaks" — Talk by Vernon Bartlett—CBC.
- 9.57—C. P. News—CBC.
- 10.00—B.B.C. News Reel—CBC.
- 10.30—Songs of Empire—CBC.
- 11.00—Chamber Music—CBC.
- 11.45—British United Press News.

WEDNESDAY

- 7.00—Reveille.
- 7.15—Variety.
- 7.45—British United Press News.
- 8.00—C. P. News—CBC.
- 8.03—Wake Up and Live.
- 8.25—Manitoba Calling.
- 8.30—The Man I Married—CBC—Oxydol.
- 8.45—The Right of Happiness—CBC—Crisco.
- 9.15—Fireside Singers—United Radio Advtg.
- 9.30—Big Sister—CBC—Rinso.

9.45—Life and Love of Dr. Susan—CBC—Lux.
 10.00—B.B.C. News—CBC.
 10.45—The Gospel Singer—Oxydol.
 11.00—The Happy Gang—CBC.
 11.45—Refreshment Time with Singin' Sam—Coca Cola.
 12.00—Against the Storm—CBC—Ivory.
 12.15—Road of Life—CBC—Chipso.
 12.45—British United Press News.
 1.00—The Story of Mary Marlin—CBC—Ivory.
 1.15—Ma Perkins—CBC—Oxydol.
 1.30—Pepper Young's Family—CBC—Camay.
 1.45—The Guiding Light—CBC—P. & G. Soap.
 2.00—Club Matinee—CBC.
 3.00—Miss Trent's Children—Pearl Soap.
 3.45—B.B.C. News—CBC.
 4.15—Backstage Wife—Sterling Products.
 4.45—Manitoba Calling.
 5.45—British United Press News.
 6.00—Uncle Jim's Question Bee—CBC—Lever Bros.
 6.30—The Family Man—CBC—Lever Bros.
 7.00—The Question Box—CBC.
 8.00—The Week in Parliament—Bruce Hutchison—CBC.
 9.00—Canadian Press News—CBC.
 9.15—Winnipeg Summer Symphony—CBC.
 9.57—C. P. News—CBC.
 10.00—B.B.C. News Reel—CBC.
 11.00—Jack Riddell's Hawaiian Orchestra—CBC.
 11.45—British United Press News.

THURSDAY

7.00—Reveille.
 7.15—Variety.
 7.45—British United Press News.
 8.00—C. P. News—CBC.
 8.03—Wake Up and Live.
 8.25—Manitoba Calling.
 8.30—The Man I Married—CBC—Oxydol.
 8.45—The Right of Happiness—CBC—Crisco.
 9.15—Eddie Allen—United Radio Advtg.
 9.30—Big Sister—CBC—Rinso.
 9.45—Life and Love of Dr. Susan—CBC—Lux.
 10.00—B.B.C. News—CBC.
 10.30—Peggy's Point of View.
 10.45—The Gospel Singer—Oxydol.
 11.00—The Happy Gang—CBC.
 11.45—Refreshment Time with Singin' Sam—Coca Cola.
 12.00—Against the Storm—CBC—Ivory.
 12.15—Road of Life—CBC—Chipso.
 12.45—British United Press News.
 1.00—The Story of Mary Marlin—CBC—Ivory.
 1.15—Ma Perkins—CBC—Oxydol.
 1.30—Pepper Young's Family—CBC—Camay.
 1.45—The Guiding Light—CBC—P. & G. Soap.
 2.00—Club Matinee—CBC.
 3.00—Miss Trent's Children—Pearl Soap.
 3.45—B.B.C. News—CBC.
 4.15—Backstage Wife—Sterling Products.
 5.45—British United Press News.
 6.15—Light Up and Listen—Imperial Tobacco.
 6.30—Tarzan—St. Lawrence Starch Co.
 6.45—Easy Aces—Anacin.
 7.00—Kraft Music Hall—CBC—Kraft Phenix Cheese.
 8.00—Summer Symphony Concert—CBC.
 9.00—Canadian Press News—CBC.
 9.15—"Britain Speaks"—CBC.
 9.30—True or False—J. B. Williams.
 10.00—B.B.C. News Reel—CBC.
 10.30—Band Concert—CBC.
 11.45—British United Press News.

FRIDAY

7.00—Reveille.
 7.15—Variety.
 7.45—British United Press News.
 8.00—C. F. News—CBC.
 8.03—Wake Up and Live.
 8.25—Manitoba Calling.
 8.30—The Man I Married—CBC—Oxydol.
 8.45—The Right of Happiness—CBC—Crisco.
 9.00—Songs You Like to Hear—Catelli Products.
 9.15—Eddie Allen—United Radio Advtg.
 9.30—Big Sister—CBC—Rinso.
 9.45—Life and Love of Dr. Susan—CBC—Lux.
 10.00—B.B.C. News—CBC.
 10.45—The Gospel Singer—Oxydol.
 11.00—The Happy Gang—CBC.
 11.45—Refreshment Time with Singin' Sam—Coca Cola.
 12.00—Against the Storm—CBC—Ivory.
 12.15—Road of Life—CBC—Chipso.
 12.45—British United Press News.
 1.00—The Story of Mary Marlin—CBC—Ivory.
 1.15—Ma Perkins—CBC—Oxydol.
 1.30—Pepper Young's Family—CBC—Camay.
 1.45—The Guiding Light—CBC—P. & G. Soap.
 2.00—Club Matinee—CBC.
 3.00—Miss Trent's Children—Pearl Soap.
 3.45—B.B.C. News—CBC.
 4.15—Backstage Wife—Sterling Products.
 4.45—Manitoba Impressions—Recorded.
 5.45—British United Press News.
 6.15—Light Up and Listen—Imperial Tobacco.
 6.30—Tarzan—St. Lawrence Starch Co.
 6.45—Easy Aces—Anacin.
 7.00—Waltz Time—CBC—Sterling Products.
 7.30—Along the Boulevard—CBC—Sterling Products.
 8.30—"Angles on the War"—CBC.
 9.00—Canadian Press News—CBC.
 9.57—C. F. News—CBC.
 10.00—B.B.C. News Reel—CBC.
 11.30—The Cariboo Miner—CBC.
 11.45—British United Press News.

SATURDAY

7.00—Reveille.
 7.15—Variety.
 7.45—British United Press News.
 8.00—C. P. News—CBC.
 8.03—Sunrise Serenade.
 8.25—Manitoba Calling.
 9.30—Allan Caron—Organ Recital.
 10.00—B.B.C. News—CBC.
 10.30—Peggy's Point of View.
 12.45—British United Press News.
 2.00—Club Matinee—CBC.
 3.00—C. F. News—CBC.
 3.45—B.B.C. News—CBC.
 4.30—CKY Studio Strings—Manitoba Telephone System.
 5.00—British Variety Hour.
 5.45—British United Press News.
 6.15—Light Up and Listen—Imperial Tobacco.
 6.30—Tarzan—St. Lawrence Starch Co.
 7.25—C. P. News—CBC.
 8.30—Let's Go to the Music Hall—CBC.
 9.00—C. P. News—CBC.
 9.57—C. P. News—CBC.
 10.00—B.B.C. News Reel—CBC.
 10.30—Red River Barn Dance—CBC.
 11.45—B.U.P. News.

Broadcasting from the Manitoba Museum



On June 3rd our Visiting Microphone was taken to the Provincial Museum in the Winnipeg Civic Auditorium. There we interviewed the Curator, Mr. L. T. S. Norris-Elye and Mr. H. Rand. In picture (1) above, Control Operator George Ritchie is seated at the line amplifier. Beside his modern equipment is a glass case containing numerous ancient relics, including skulls of Mound Builders, found in a mound at Hilton, Manitoba. The ribbed object behind Messrs. Rand and Norris-Elye in picture (2) is not a boat in process of construction, but the fossilized bones of an early resident of Manitoba who roamed these parts in the Cretaceous Period. There was no-one to call him names in those days, but now he is known as a Plesiosaur. The collections of interesting exhibits in the Museum are expanding rapidly. They range all the way from elephants' ears to valuable china; from flint spear-heads to pre-electric farm telephones; and from long-deceased specimens of elementary life to recently-captured butterflies of gorgeous hue. Tourists and Winnipeggers alike should visit the Museum, not once only, but many times.

THE LISTENER WRITES

We welcome letters from our listeners at all times. Names and addresses of the writers must be given but will be treated as confidential.

SWEETHEART—"We enjoy your interesting magazine very much, but we certainly do not enjoy losing our 'Sweetheart of the Air'—Brian Hodgkinson. Please wish him the best of luck. . . ."—Dauphin, Man.

BIG BRIAN — "We shall miss 'Big Brian' very much. Best of luck to him. . . ."—Pelly, Sask.

CONGRATULATIONS—"Congratulations to Brian Hodgkinson. His going adds a new interest for us in the Air Force. . . ."—Strathclair, Man.

TONGUE TWISTERS — "Why so much criticism of announcers? When they make mistakes, we know what they mean. My husband says he wonders some of their tongues don't snap off, going around the curves. . . ."—Morris, Man.

SPOONERISM—"Here's a good one we heard this morning on the B.B.C. news at 10 o'clock. The announcer intended saying 'As prices rise considerably'. Instead, he said 'As rices prize considerably. . . ."—Deerhorn, Man.

COMEDY—"One of our favorite programs out this way is the ever-comical team 'Easy Aces'. Also, we get a kick out of 'Fibber McGee' and 'Woodhouse and Hawkins'. . . ."—Arnaud, Man.

BEAUTIFUL MANITOBA — "Manitoba is a very beautiful province in which to spend any form of holiday. . . ."—Oakville, Man.

TELEPHONE AND RADIO — "My two most beloved pieces of furniture are my telephone and my radio. . . ."—Winnipeg.

WE GO ABROAD—"A short time ago we got a copy of 'Manitoba Calling'. I found it so interesting that I would like to have it sent to my pen-pal in Sydney, New South Wales, Australia. . . ."—Winnipeg.

KIND WORDS FROM KENORA — "CKY's entertainment is simply 'tops', and the same goes for your announcers who, in my opinion, are the best in radio today. My hat is off to you, CKY, and may you long hold the success you have attained. . . ."—Kenora, Ont.

FROM KINOSOTA TOO—"I congrat-

ulate you on the way you get up 'Manitoba Calling'. Your articles are well worth reading. . . ."—Kinosota, Man.

SIGNING OFF—"It may seem a small thing to kick about, but it always annoys me to hear your announcers sign off with 'The ENTIRE staff of CKY. . .'" etc. Such emphasis is placed on the ENTIRE that one wonders if it is intended to convey the idea of a battalion, or if it is just to make it clear that the Goodnight comes from all members of the staff without exception, in case the listener might suspect such exceptions to be lurking somewhere. Why not say 'The STAFF of CKY. . . ' and let it go at that? . . ."—Winnipeg.

LOUD ANNOUNCEMENTS—"Many advertisers are now using announcers who speak to us in conversational tones. These I respect. There are still some, however, who seem to think the radio audience is assembled in the market square, or somewhere. Can't someone tell them that most listeners are sitting in living rooms and don't want to be bellowed at? . . ."—Brandon, Man.

MANITOBA CALLING—"I am very interested indeed in your talks 'Manitoba Calling', and I am doing whatever I can in telling people what a delightful country Canada is. I trust that during the holiday season many people of the U.S.A. will go to Canada. . . ."—Devils Lake, North Dakota.

COMMUNIQUE—"I wish announcers would make less use of the word 'communique'. It is worked to death in news broadcasts these days. 'Dispatch' might be more frequently used for variety. . . ."—Winnipeg.

SATISFIED READER—"I was very pleased with the picture of the Happy Gang which appeared in the June issue of 'Manitoba Calling'. Though it is but a small book, it packs more information between its covers than a fifty cent magazine. . . ."—Kenora, Ont.

FAREWELL—"I have come to the conclusion that radio is the bunk. The receiving set is an emitter of tripe, stuffing people with a lot of hooey. No more listening for me—I'm through. . . ."—Winnipeg.

NORTH DAKOTA GIRL



Kay St. Germaine

Miss St. Germaine, hazel-eyed singer in Willson's Musical Review, was born in Minot, North Dakota, and was educated in the public schools of Portland, Oregon, earning her diploma at Grant High School. Between her childhood at Minot and her high school career, she travelled to the Argentine, where she lived for five years.

Although her parents were not professionals, they were talented amateur musicians, and Kay showed promise as a singer in school appearances before she began to study music seriously. It was as a hobby rather than a possible profession, that she began to take singing lessons. While she was still in school, she entered an amateur contest, and won first prize, but she was unable to take the award—a contract to appear on the stage. Except for school and club performances, in which she sang, acted and played the piano, she abandoned the entertainment world following that disappointment, until she joined Weeks' orchestra, which led to her becoming an NBC singer.

Willson's Musical Review is broadcast by CKY—CKX on Tuesdays at 7.30 p.m.

This Month *... in our Diary*

Extracts from CKY's Log Book

July 13th, 1923: Continuing a then recently introduced radio feature, CKY broadcast recordings of the complete opera "Carmen", interpolating readings descriptive of the scenes.

July 17th, 1923: Artists contributing to the "Radio Concert" were Gladys Senior, violinist; and Evelyn Senior, pianist. Others heard this week were Leona Sikora, singer of Polish folk songs; Ellen Baird, mezzo-soprano; and Leah Arenowski, pianist.

July 31st, 1923: Extract from press notice:—"Many radio fans will be glad to know that CKY is inaugurating a new service this evening; instruction in the reception of the continental code, as used for wireless telegraph messages. A knowledge of this code is helpful to broadcast listeners in distinguishing between signals being transmitted by amateur and commercial wireless stations and the sounds produced by leaky power wires and other disturbing influences. . . Commencing this evening, CKY will be on the air every broadcasting night, viz: Tuesdays, Thursdays and Fridays, at 8.15 p.m., and will continue code instruction and practice until 8.30 p.m. when the usual concert will begin." (What would radio listeners say today if we reverted to a three-nights-a-week schedule and devoted the first fifteen minutes to code practice?—Ed.)

August 2nd, 1923: Code instruction preceded a radio concert in which the performers were Norah McConnell, violinist; F. V. S. Kenmuir, baritone; and H. P. G. Fraser, pianist.

August 21st, 1923: Extract from press notice:—"The first of a series of radio concerts to be broadcast this season from the premises of the leading music houses in Winnipeg will be heard tonight."

August 31st, 1923: "Tonight, commencing at 9 o'clock, CKY will broadcast a program from Roseland Dance Gardens, this being the opening of Roseland's season."



"Manitoba Calling"

Prize Contest

"Manitoba Calling" is offering prizes for essays on the subject:—

"A Holiday in Manitoba"

The contest is open to residents of the Province and to visitors, regardless of age or other qualifications.

Prizes will be awarded to the writers of the three essays which, in the opinion of the judges are best from the point of view of Interest, Accuracy and Literary Style. Essays must not exceed 1,500 words, but may be of any length up to this limit.

1st Prize	...\$100.00 Cash
2nd "	... 50.00 "
3rd "	... 25.00 "

A board of three judges will examine the entries, and their decision will be final.

Entries may be sent in at any time up to midnight September 30th, when the contest closes.

HAS FIBBER McGEE'S SPOT FOR SUMMER



Meredith Willson

Recognized from coast to coast as one of America's most talented young composers and music directors, Meredith Willson has been actively engaged in his profession since he was eleven years old. Born in Mason City, Iowa, he began his studies in his home town, going to New York when he was fourteen to spend three years studying harmony and composition at the Institute of Musical Art, and flute with George Barrere. He was just seventeen when John Philip Sousa heard him play and engaged him as a flute soloist for his famous band. Following three seasons with Sousa, he became a member of the New York Philharmonic Orchestra playing solo flute with that group for five years under Toscanini, Mengelberg, Damrosch, Furtwaengler and other great figures of the musical world. He also was a member of the New York Chamber Music Society.

CKY and CKX carry Meredith Willson's Musical Review on Tuesdays at 7.30 p.m. C.S.T.

The Story of CKY's Studios - 3

(Continued from our June issue)

Modern Offices

Finding one's way about in most modern radio studios is not an easy matter. The unescorted visitor is likely to become involved in a system of passages and double doors, or to stumble into rooms in which scenes of love or battle are being performed, with or without music. One is liable to step into a compartment and discover someone seriously engaged in rolling peas in a drum-head, or, maybe, squelching a handful of cellophane at a microphone—surely a prelude to cutting out paper dolls, and surely not the kind of person with whom one wants to be left unprotected! True, there are red lights warning of danger, but these may be unnoticed or misunderstood, so we'll conform to regulations and apply at the information desk rather than go exploring without a guide.

We step off the elevator at the third floor and observe a framed notice advising us of the regular visiting hours. Since the prime purpose of a radio station is to broadcast to people in their

homes, and inasmuch as the fulfilling of this purpose imposes numerous preparatory duties on the program staff, we are not surprised to find that the visiting hours are restricted, though we are glad to learn that they are sufficient to suit the convenience of most people. By a glass doorway, on the panels of which are designs suggestive of music and the drama, we enter the foyer, which is divided from the general office space by an oak counter. To our right is a comfortably furnished waiting room, with a supply of radio magazines and programs for our amusement while we pause for the arrival of our guide. He presently comes with a group of visitors who have just been shown the inner mysteries of the establishment. The number of desks in the general office give, to those who remember, some indication of the growth of the business side of broadcasting since March, 1923, when a lone small table and a typewriter in a corner of the single studio served as the "office" of CKY!

*You too can SERVE-
by SAVING!*

BUY

**WAR SAVINGS
CERTIFICATES**



and contribute to Canada's War Effort

For every \$4.00 invested now you will receive \$5.00 seven and one-half years hence.

BUY WAR SAVINGS STAMPS

25c each—Sixteen stamps (value \$4.00) can be exchanged for one Certificate.

You can buy
War Savings
Stamps at principal
Telephone Offices
in Manitoba

Observation and Audition Room

Our guide starts us on our journey by turning to the left from the entrance and leading us to a chocolate-colored door which seems to open very easily considering its massiveness. Within this doorway, we find ourselves in a small compartment with steps leading up to another door—pearl grey, this one, but otherwise a duplicate of the last. We have already referred to the subject of doors and their design in these pages, and we remember something of the difficulty of making doors perfectly sound-proof. The second door swings open and we enter what appears to be a lounge. The furniture consists of easy chairs in the modern style, with curves of chromium steel. The floor is covered with heavy squared linoleum and the walls with bevelled panels of "Ten-Test". The ceiling is insulated with tiles of non-reflecting acoustic material, with a covered opening for the provision of conditioned air, and there are a number of electric lights of the translucent tubular type. Along one side of the room are two large triple-paned windows, through which we can see into another room which, we are told, is Studio Number Two. Our guide promises to show us into that later, so we attend to him while he explains that this lounge in which we are standing is known as "Observation Room Number Two" or the "Audition Room", according to the use to which it may at any time be put.

We decide to keep in mind that when programs are being broadcast from Studio Number Two, visitors can watch the proceedings from this room. The practically sound-proof windows prevent direct hearing of music and speech, but a loud speaker brings us the sound as



One of the corridors separating CKY Offices from the Studio Block.

picked up by the microphones in the studio. The same loud speaker may also be used for "auditions", allowing an audience in the lounge to hear live talent programs performed in any of the studios, or recorded features (transcriptions) from turn-tables in a room adjoining the main control room, which we shall visit later. Business executives who are considering sponsoring a program can sit comfortably here and listen to it as it would be heard in a private home. When changes or repetitions are required as the test proceeds, communication is provided by an inter-phone system operating between the audition room, control room and studios. Our guide shows us the telephone in a corner of the audition room, and then conducts us out by the way we entered.

(To be continued.)

Scenes at Brandon Exhibition

